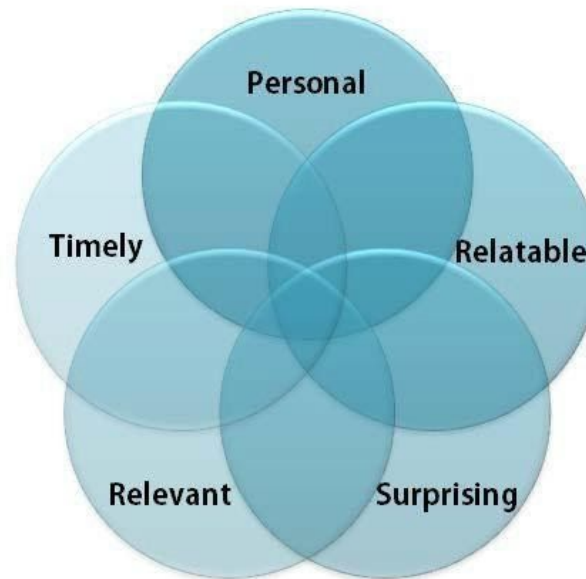


Worksheet: Developing Media-Worthy Stories

Personal: Explain how a person's life is affected by the situation
Relatable: Is there something in this story that people can connect to by imagining what they would do if this happened to them?
Surprising: What about this situation is different than what people might assume or expect?
Relevant: What is the larger context for the story? (Local, state, national, global)
Timely: What makes this a good time to tell this story? Urgency?

More than data, personal stories are often the one thing that can transform a good campaign into a great campaign. There are a lot of great storytelling tools out there and one of our favorites is [Storytelling and the Power of Making Headlines](#) from M+R Strategic Services. It lays out the five must-have elements of a newsworthy story.



Ask all of your advocates to complete the worksheet above. One of their stories might be just what you need to persuade key decision-makers to give you what you want. **Pay special attention to the element of SURPRISE.** What is it about your personal experience as a body confidence advocate, the evidence of how young people are bombarded with relentless marketing, and what you know about the behavior of your peers that might surprise people? That's your magic!